

WHAT IS CLAIMED IS:

1 1. A method comprising the steps of:
2 providing a fixed sequence of scenes to be displayed, wherein at least one scene
3 of the fixed sequence of scenes including at least a first selectable display
4 area;
5 receiving data indicating that the first selectable display area has been selected;
6 and
7 performing a first action associated with the first selectable display area based on
8 the input.

1 2. The method of Claim 1, wherein the step of performing the first action includes
2 enabling a display of at least a portion of the information associated with the first
3 selectable display area.

1 3. The method of Claim 2, wherein information includes at least one of one of: text
2 data, 2-D image data, 3-D image data, a content of a website, or form data.

1 4. The method of Claim 3, wherein 2-D image data includes a video clip.

1 5. The method of Claim 2, wherein the video stream includes at least a portion of the
2 information associated with the first selectable display area.

1 6. The method of Claim 2, wherein enabling a display of information associated with
2 the first selectable display area includes providing the information associated with
3 the first selectable display area.

1 7. The method of Claim 2, wherein enabling a display of information associated with
2 the first selectable display area includes the retrieving the information associated
3 with the first selectable display area from an external data source.

1 8. The method of Claim 7, wherein the fixed sequence of scenes is provided to a first
2 display device and the information associated with the first selectable display area is
3 provided to a second display device different from the first display device.

1 9. The method of Claim 1, wherein the step of performing the first action includes
2 obtaining information from a viewer.

1 10. The method of Claim 9, wherein the step of obtaining information includes
2 displaying a form to be filled out by the viewer.

1 11. The method of Claim 1, wherein a first visual indicator is used to indicate an
2 availability of the first selectable display area to be selected.

1 12. The method of Claim 11, wherein the first visual indicator includes at least one of: a
2 border around the first selectable display area, an display area indicator, or an icon
3 representative of the first selectable display area.

1 13. The method of Claim 11 wherein the first visual indicator includes a change in a
2 display characteristic of the first selectable display area.

1 14. The method of Claim 13, wherein the characteristic includes at least one of: a color, a
2 size, or a luminance.

1 15. The method of Claim 11, wherein the first visual indicator includes a change in a
2 display characteristic of a cursor used to select the first selectable display area.

1 16. The method of Claim 1, wherein the step of receiving data includes the steps of:
2 identifying a location of a cursor on a display device used to display the fixed
3 sequence of scenes, wherein the cursor is used to select the first selectable
4 display area;
5 identifying a location of the first selectable display area on the display device; and
6 comparing the location of the cursor with the location of the first selectable
7 display area to determine if the cursor is proximal to the first selectable
8 display area.

1 17. The method of Claim 16, wherein the location of the cursor includes a first
2 coordinate pair and the location of the first selectable display area includes a second
3 coordinate pair, and the cursor is determined to be proximal to the first selectable
4 display area when the first coordinate pair is within a specified radius of the second
5 coordinate pair.

1 18. The method of Claim 16, wherein the location of the cursor includes a first
2 coordinate pair and the location of the first selectable display area includes a plurality
3 of coordinate pairs, where the plurality of coordinate pairs represent a polygon used
4 to describe a display area of the first selectable display area, and the cursor is
5 determined to be proximal to the first selectable display area when the first
6 coordinate pair is within an area represented by the polygon.

1 19. The method of Claim 1, further including the steps of:
2 pausing the display of the fixed sequence of scenes before the first action is
3 performed; and
4 resuming the display of the fixed sequence of scenes after the first action is
5 performed.

1 20. The method of Claim 1, further including the step of selecting a first action to be
2 performed from a plurality of actions associated with the first selectable display area.

1 21. The method of Claim 1, further including the steps of:
2 receiving data indicating that a second selectable display area has been selected;
3 and
4 performing a first action associated with the second selectable display area based
5 on the input.

1 22. The method of Claim 1, wherein the step of providing information includes playing
2 an audio clip.

1 23. A method comprising the steps of:
2 identifying a first selectable display area within a video scene;
3 determining a first location of the first selectable display area within the video
4 scene; and
5 embedding, in a video stream, the video scene and the first location.

1 24. The method of Claim 23, further including the step of providing the video stream to a
2 viewer.

1 25. The method of Claim 23, further including the step of embedding, in the video
2 stream, information associated with the first selectable display area, wherein the
3 information is provided to the viewer upon selection of the first selectable display
4 area.

1 26. The method of Claim 25, wherein the information includes at least one of: text data,
2 2-D image data, 3-D image data, a content of a website, or form data.

1 27. The method of Claim 26, wherein the 2-D image includes video clip data.

1 28. The method of Claim 25, wherein the step of embedding information includes
2 retrieving information from an external data source.

1 29. The method of Claim 23, further including the step of associating a first visual
2 indicator with the first selectable display area, where the first visual indicator is to
3 indicate that the first selectable display area is selectable.

1 30. The method of Claim 29, wherein the first visual indicator includes one of: a border
2 around the first selectable display area, an display area indicator, or an icon.

1 31. The method of Claim 23, wherein the step of determining a first location includes the
2 steps of:
3 identifying a first coordinate pair, the first coordinate pair corresponding to a
4 center of the first selectable display area within the video scene; and
5 determining a first radius;
6 wherein the first radius and the first coordinate pair describe a display area
7 associated with the first selectable display area.

1 32. The method of Claim 23, wherein the step of identifying a first location includes
2 identifying a plurality of coordinate pairs, wherein the plurality of coordinate pairs
3 correspond to a plurality of vertices of a polygon describing a display area associated
4 with the first selectable display area.

1 33. The method of Claim 23, further including the steps of:
2 identifying a second selectable display area within the video scene;
3 determining a first location of the second selectable display area within the video
4 scene; and
5 embedding, in the video stream, the first location of the second selectable display
6 area.

1 34. A method comprising the steps of:
2 providing a fixed sequence of scenes of a video stream to be displayed, wherein at
3 least one scene of the fixed sequence of scenes includes at least a first
4 selectable display area;
5 providing a first visual indicator associated with the first selectable display area to
6 be displayed, wherein the first visual indicator is to indicate an availability
7 of a first action associated with the first selectable display area;
8 receiving data from a viewer, wherein the data is to indicate a selection of the first
9 selectable display area; and
10 providing information associated with the first selectable display area to the
11 viewer in response to the data.

12 35. The method of Claim 34, wherein the step of providing information includes
13 enabling a display of at least a portion of the information.

14 36. The method of Claim 35, wherein the fixed sequence of scenes is provided to a first
15 display device for display and the information is provided to a second display for
16 display, the second display device different from the first display device.

17 37. The method of Claim 34, wherein information includes at least one of: text data, 2-D
18 image data, 3-D image data, a content of a website, or form data.

19 38. The method of Claim 37, wherein 2-D image data includes video clip data.

20 39. The method of Claim 34, wherein the step of providing information associated with
21 the first selectable display area includes retrieving at least a portion of the
22 information from an external data source.

1 40. The method of Claim 34, wherein the video stream includes at least a portion of the
2 information associated with the first display area, and where the step of providing
3 information includes obtaining the at least a portion of the information from the
4 video stream.

1 41. The method of Claim 34, wherein the first visual indicator includes at least one of: a
2 border around the first selectable display area, a display area indicator, an icon
3 representative of the first selectable display area, a change in a display characteristic
4 of the first selectable display area, or a change in a display characteristic of a cursor
5 used to select the first selectable display area.

1 42. The method of Claim 34, wherein the data received from the viewer includes a
2 location of a cursor used to select the first selectable display area.

1 43. The method of Claim 42, wherein the location of the cursor is compared with a
2 location of the first selectable display area, and where the first selectable display area
3 is considered selected by the viewer when the cursor and the first selectable display
4 area are collocated.

1 44. The method of Claim 43, wherein the location of the cursor includes a first
2 coordinate pair and the location of the first selectable display area includes a second
3 coordinate pair, and the cursor is determined to be collocated with the first selectable
4 display area when the first coordinate pair is within a specified radius of the second
5 coordinate pair.

1 45. The method of Claim 43, wherein the location of the cursor includes a first
2 coordinate pair and the location of the first selectable display area includes a plurality
3 of coordinate pairs, where the plurality of coordinate pairs form a polygon
4 representative of a display area associated with the first selectable display area on the
5 display, and the cursor is determined to be collocated with the first selectable display
6 area when the first coordinate pair is located within the display area.

1 46. The method of Claim 34, further including the step of selecting the first action to be
2 performed from a plurality of actions associated with the first selectable display area.

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1 47. A system comprising:
2 an interface to receive a fixed sequence of scenes of a video stream, wherein at
3 least one scene of said fixed sequence of scenes includes at least a first
4 selectable display area;
5 a graphics engine to render said fixed sequence of scenes for display;
6 a viewer input module to receive a viewer input, wherein said viewer input
7 includes a selection of a first action associated with said first selectable
8 display area; and
9 an action execution module to perform said first action.

1 48. The system of Claim 47, further including a display device to display said fixed
2 sequence of scenes.

1 49. The system of Claim 47, wherein said first action includes enabling a display of
2 information associated with said first selectable display area.

1 50. The system of Claim 49, wherein said information includes at least one of: text data,
2 2-D image data, 3-D image data, a content of a website, or form data.

1 51. The system of Claim 49, wherein said action execution module is further to retrieve
2 at least a portion of said information from an external data source.

1 52. The system of Claim 49, wherein said video stream further includes at least a portion
2 of said information to be displayed.

1 53. The system of Claim 49, wherein a first visual indicator is used to indicate the
2 presence of said first selectable display area.

1 54. The system of Claim 53, wherein the first visual indicator includes at least one of: a
2 border around the first selectable display area, a display area indicator, an icon
3 representative of the first selectable display area, a change in a display characteristic
4 of the first selectable display area, or a change in a display characteristic of a cursor
5 used to select the first selectable display area.

1 55. The system of Claim 47, wherein said action execution module includes a selection
2 analyzer, wherein said selection analyzer is to:
3 identify a location of a cursor on a display device used to display said fixed
4 sequence of scenes, wherein the cursor is used to select said first
5 selectable display area;
identify a location of said first selectable display area on the display device; and
compare the location of the cursor with the location of said first selectable display
area to determine if the cursor is proximal to said first selectable display
area.

1 56. The system of Claim 55, wherein the location of the cursor includes a first coordinate
2 pair and the location of the first selectable display area includes a second coordinate
3 pair, and the cursor is determined to be proximal to the first selectable display area
4 when the first coordinate pair is within a specified radius of the second coordinate
5 pair.

1 57. The system of Claim 55, wherein the location of the cursor includes a first coordinate
2 pair and the location of the first selectable display area includes a plurality of
3 coordinate pairs, where the plurality of coordinate pairs form a polygon
4 representative of a display area associated with said first selectable display area on
5 the display, and the cursor is determined to be proximal to said first selectable
6 display area when the first coordinate pair is located within the display area
7 represented by the polygon.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

1 58. A system comprising:
2 a processor;
3 memory operably coupled to said processor; and
4 a program of instructions to be stored in said memory and executed by said
5 processor, said program of instructions including instructions to
6 manipulate said processor to:
7 provide a fixed sequence of scenes to be displayed, wherein at least one scene of
8 the fixed sequence of scenes including at least a first selectable display
9 area;
10 receive data indicating that the first selectable display area has been selected; and
11 perform a first action associated with the first selectable display area based on the
12 input.

13

14 59. The system of Claim 58, wherein the instructions to manipulate said processor to
15 perform the first action includes instructions to manipulate said processor to enable a
16 display of at least a portion of the information associated with the first selectable
17 display area.

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19 60. The system of Claim 58, wherein a first visual indicator is used to indicate an
20 availability of the first selectable display area to be selected.

1 61. A computer readable medium, said computer readable medium including instructions
2 to manipulate a processor to:
3 provide a fixed sequence of scenes to be displayed, wherein at least one scene of
4 the fixed sequence of scenes including at least a first selectable display
5 area;
6 receive data indicating that the first selectable display area has been selected; and
7 perform a first action associated with the first selectable display area based on the
8 input.

1 62. The computer readable medium of Claim 61, wherein instructions to manipulate said
2 processor to perform the first action include instructions to manipulate said processor
3 to enable a display of at least a portion of the information associated with the first
4 selectable display area.

1 63. The computer readable medium of Claim 61, wherein a first visual indicator is used
2 to indicate an availability of the first selectable display area to be selected.